



KVERNELAND BRAND MANUAL

UPDATE iM FARMING / JULY 2020



VISUAL IDENTITY

iM FARMING

iM FARMING stands for Kverneland smart/precision farming offering which is essential in managing your business with success. Applying electronics, software, satellite-technology, online tools and big data enables you to use your equipment more effectively and your crops to reach higher profitability.

Within Kverneland Group's vision and strategy, Smart/ Precision Farming developments and solutions are given a high priority. Our technologies improve the performance of our mechanical farming equipment and help farmers to create a strategy and realize their goals to build a profitable operation. It is therefore important in our marketing communication that we for all product groups implement the iM FARMING concept wherever possible in a genuine way, in terms of added value propositioning.

Always involve the marketing department of Kverneland Group Mechatronics when preparing new communication material

The meaning behind this guideline is for the farmers to see and understand the benefit and added value of using an implement together with an IsoMatch product/ functionality. Keep iM FARMING on top of your mind at all times and think of how you can include it in the product promotion.

[> Download iM FARMING Material](#)

Please visit the Kverneland Group Download Centre to download iM FARMING Material: Login details are as follows: User Name: importer / Password: kvg567 (These login details are common to all Kverneland Group Users)



CHECKLIST TO KEEP IN MIND

1. Spread the IsoMatch products throughout your marketing materials with a good explanation why it is beneficial to use together
2. Include iM FARMING product details on the product pages on websites and mention them in news articles
3. Keep the human touch in the photo and video shots. How does the farmer use the IsoMatch products together with the implements?
4. Send in news to share on the iM FARMING social media platforms:
Media@kvernelandgroup.com





VISUAL IDENTITY

iM FARMING



Logo

The iM FARMING logo should appear in all marketing materials where precision farming, IsoMatch products or Electronic systems are mentioned or displayed.

When included into Kverneland communication material the iM FARMING logo must be in the Kverneland Green or White if this created better visibility of the logo. The moss green (Corporate colour) must not be used.

Logo in Writing

iM FARMING should always be written with a small i and the rest in CAPITAL letters.

smart, efficient, easy

Slogan

smart, efficient, easy are the 3 key pillars of the iM FARMING communication concept. We use these pillars to build up the argumentation in our offering. The slogan should always be written in small letters.



*Download the Logo here:
[iM FARMING Logo green](#)*



Clearance area

The iM FARMING logo is seen to best effect when surrounded by an area of clear space. This ensures a high degree of visibility and legibility, and preserves the integrity of the logo.



Incorrect Logo Usage



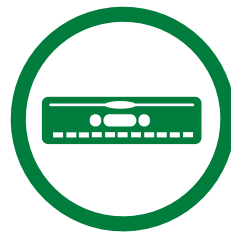
*Download the Icons here:
[iM FARMING Icons green](#)*



IsoMatch Tellus Pro



IsoMatch Tellus GO



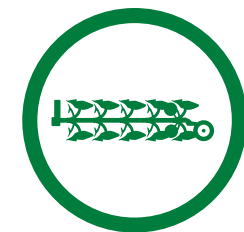
IsoMatch InLine



IsoMatch Grip



Tractor



Plough



Seeding Machine



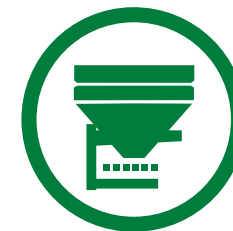
Sprayer



Mower



Baler



Spreader



Cloud



Lock



Satellite



Wireless



My Kverneland



IsoMatch FarmCentre



My Data Plant



VISUAL IDENTITY

iM FARMING PHOTOSHOOT/VIDEOSHOOT



For farmers to understand the connection between our implements and the iM FARMING/ IsoMatch products, it is important to keep the human connection in the images or videos and connect the product with the implement, with someone showcasing the product with either using it or pointing towards it whenever possible.

- Always keep the human connection in the images, with someone showcasing the product with either using it or pointing towards it whenever possible
- Connect the product with tractor or implement for example grip or antenna showcasing both tractor and the product
- Contact Mechatronics Marketing Coordinator if you are in need of products to include and for help on storyboards

Video

If you are to create a video solely featuring iM FARMING/ IsoMatch products, include the iM FARMING intro from the IsoMatch FarmCentre video showcasing the iM FARMING logo.

Kverneland – 00.00 – 00.06 seconds

Please remember to check the Copyright guidelines and YouTube music rights guidelines

If you are showcasing IsoMatch products in a part of a video, add the iM FARMING logo in the top right corner like you would in a brochure for the part the product is shown and mentioned.



*Add the iM FARMING Logo
in the when you use the
pictures for SoME , Leaflets ...*





VISUAL IDENTITY

iM FARMING IN BROCHURES & LEAFLETS

It is important for brochures & leaflets to showcase the benefit and added value of using an implement together with an IsoMatch product/functionality.

①

Start with adding the iM FARMING explanation section at the beginning of the brochure as a part of the Introduction Pages.

> [See next page](#)

②

Combine the machine offering with the IsoMatch offering. Visualising the functionalities, comfort of use, e.c.t. Including the recognisable iM FARMING avatar logo.

> [See example here and the following pages](#)

③

Create an outlined / highlighted area to explain how the farmer can benefit from the combined offering.

> [See example here](#)

④

At the end of the product brochure please add the iM FARMING offering in the technical specifications and delete the iM FARMING Spread Sheets.

> [See here](#)



iM FARMING logo and explanation

Brochures: Introduction Pages (1)



Use new Introduction Page
incl. iM FARMING information.



Brochures: Integration on Insight Pages (2)

EFFICIENCY

VERSATILITY

ACCURACY

INTELLIGENCE

4 KVERNELAND OPTIMA

iM FARMING

**EFFECTIVE SOWING
TO MAKE SOWING PERFECT**

Accuracy
The Optima is excellent in precise seed placement. You can be sure that the sowing unit follows the ground contour perfectly and the couter forms a clean and clear furrow to ensure best seed-to-soil contact. You can seed perfectly in line and in relation to each other but also synchronised over the complete working width.

Versatility
You want a precision drill that is versatile. Ready for the various crops with smaller or bigger seeds, to sow shallow or deep. Ready to adjust to the various ways of tillage, standard or mulch seeding in different type of soils. Universal machines allow cost savings.

With Optima you can rely on a perfect execution.

Intelligence
You invest in the best equipment for sowing your crop. In return you want the best results and to increase the yields significantly. With the Optima you have everything under control by ISOBUS Technology and Kverneland's Precision Farming solutions.

Efficiency
When the time is right, you want to sow immediately. The soil has to be prepared with care and the moment of sowing depends on the right conditions, like local weather. To be successful you need a precision drill that is reliable and effective.

KVERNELAND OPTIMA 5

Terminal picture



iM FARMING logo

Brochures: Integration on Insight Pages (2)

HD-II ROW

PERFECT SEED PLACEMENT WITH HD-II ROW MULCH AND CONVENTIONAL SOWING

The HD-II row is the universal sowing unit for all conditions from light to heavy soil or in conventional or mulch conditions. Safe operation despite plant residues.

Up to 100kg additional pressure.

- **Optimal depth control** even under extreme conditions, due to the heavy basic weight of the sowing unit with the possibility to add additional pressure (up to 100kg) onto each individual sowing unit via the spring-loaded system.
- **Effective ground contour following**, due to the large lateral depth control by open gauge wheels (ø 410mm, width 120mm).
- **Precise seed placement** by the small coulter which forms a clean furrow. Light re-compaction and seed covering is done by the intermediate press wheel (as option: heavy stainless steel) and the multi-adjustable V-press wheel - to ensure maximum field emergence.

Consistency of spacing
At both speeds Optima placed the seeds within an accurate range.

Based on source: Top Aggar

HD-II ROW

- Pressure adjustment of the sowing unit by lever
- Easy depth adjustment by spinning the gauge wheel up/down
- Cast-iron intermediate press wheel with self-cleaning rubber wheel
- Adjustable angle and pressure of the V-press wheel

For even more precision, connect implement with an ISOBUS terminal.

Integration of electronic system



Testimonials



ISOBUS ENABLES PRECISE OPERATIONS FOR IMMEDIATE ACTION

User friendly. Comfortably seated in the tractor cabin, any parameters can be adjusted by finger tips. Ploughing adjustments are clearly displayed on the same screen. Each adjustment is easily recognisable by 1 icon + 1 measurement.

For best and instant understanding, measurements are indicated in cm or inches.

Hence, it is simple to control and adjust the most important ploughing parameters:

- left and right angle
- 1st furrow
- ploughing depth
- ploughing width



Explanation of the iM FARMING product and why this is beneficial for the farmer.

Detail pictures



iM FARMING logo

CL EW - TL
CL EW - TL
iM

EXACTA CL EW AND TL PROFIT AND PRODUCTIVITY

The Kverneland Exakta CL EW (EasyWeigh) and Exakta TL weighing spreaders are standard equipped with a weighing system with automatic calibration for automatic adjustment of the fertiliser flow in extreme conditions. Furthermore those weighing spreader models are compatible with GEOPoint™ headland management, Basic Section Control and left/right Variable Rate for optimal fertiliser dosing and placement. Kverneland weighing spreaders combine comfort, dosing accuracy and high tech fertiliser spreading.





Volume and working width

The Kverneland weighing spreader models Exakta CL EW and Exakta TL cover all hopper volumes and working widths demanded by modern farmers. The Exakta CL EW has a hopper volume between 1,100 and 2,000 kg and working width between 10 and 28 metres. The Exakta TL has a hopper volume between 1,500 and 3,000 litres and working width between 12 and 54 metres.

Weighing

The Exakta CL EW is equipped with a single weighing cell of 10 tonnes. The weighing system on Exakta TL consists of 4 weighing cells positioned at the corners of the hopper with a capacity of 5 tonnes. Both spreader models are equipped with a reference sensor which automatically corrects the measurements for slopes or shocks. The weighing system with automatic calibration compares the actual fertiliser flow with the expected fertiliser flow (based on the area covered) and adjusts the dosing.

Variable rate application

The Exakta CL EW and Exakta TL are compatible with Left/Right Variable Rate application. With this feature two rates of fertiliser can be applied in one pass. This feature combines perfect dosing and fertiliser placement which results in fertiliser savings and optimal crop fertilisation.

TC-SC

Basic Section Control

To maximise your output and business there is the possibility to get basic section control software on the CL EW and TL weighing spreaders. The number of sections will be increased from 2 wide sections (left and right) into maximum 8 smaller sections (of 4 metre wide) for the CL EW and 16 sections for the larger TL spreader. Both models are equipped with one electrical actuator on each spreading disc to control the application rate to provide maximum use of nutrients to the grass or crops. The basic section control software adjusts the dosing system by a GPS positioning system to optimise overlap and coverage with a minimum over and under dosing. This results in a better yield and a reduction of costs.

16 KVERNELAND EXACTA RANGE
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Explanation of the iM FARMING product and why this is beneficial for the farmer.

Detail pictures

Integration of Software explanation



Brochures: Technical Data and iM FARMING Spread Sheets (4)

TECHNICAL DATA

TECHNICAL DATA

Model	u-drill rigid	u-drill fold	u-drill plus
Working width (m)	3.0	4.0	4.0
Transport width (m)	3.0	3.0	3.0
No. of CD coulters	24	32	48
No. of metering devices	1	2	2
Hopper capacity (l)	3,000	3,000	3,000
Required oil volume			> 90/min
Single-acting hydraulic valve + zero-pressure return for fan drive	●	●	●
1 x double-acting hydraulic valve for machine control	●	●	●
Power requirement 12 V + 20 A	●	●	●
CD double disc coulters	●	●	●
Coulters pressure up to 100 kg	●	●	●
Electro-hydraulic adjustment of the seed placement depth via ISOBUS terminal	●	●	●
Press wheels (Ø 380 x 50mm)	●	●	●
Row spacing (12,5cm)	●	●	●
Coulters staggering (17,5cm)	●	●	●
Electronic adjustment of the seed quantity with radar	●	●	●
Filling level sensors in the seed hopper	●(1)	●(1)	●(2)
Fan speed sensor	●	●	●
Metering device monitoring	●	●	●
Electronic half-width shut-off	-	●	●
Mid-mounted front packer (Ø 800 mm)	○	○	○
Complete front packer (Ø 800 mm)	-	○	○
Electro-hydraulic adjustment of the disc harrow depth via ISOBUS terminal	●	●	●
Disc harrow (Ø 400 mm)	●	●	●
Offset tyre packer (Ø 900 mm)	●	●	●
Maintenance platform, road transport lights, in-hopper light	●	●	●
Hydraulic fan drive	●	●	●
Lower link suspension Cat. 3N (825 mm)	●	●	○
Lower link suspension Cat. 4 (965 mm)	○	○	○
Lower link suspension Cat. 4 (965 mm)	-	-	○
S-shaped seed harrow 10 mm	●	●	●

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Model	u-drill rigid	u-drill fold	u-drill plus
Working width (m)	3.0	4.0	4.0
Finger harrow 12 mm	○	○	○
Calibration set	●	●	●
Filling sensor	○	○	○
Hydraulically folding track marker with notched discs	○	○	○
track eradicators (2 times per track)	○	○	○
Pneumatic brakes	○	○	○
Hydraulic brakes	○	○	○
Extended drawbar for tractors with twin ties up to 4.5m	○	○	○
Pre-emergence marker (centre marking)	○	○	○
LED work lights	○	○	○
iM Tellus for non-ISOBUS-capable tractors	○	○	○
iM Tellus for ISOBUS tractors	○	○	○
Hopper volume weighing system with separate monitor	○	○	○
Headland management	●	●	●
Weight (kg) (with front packer + track eradicators)	4,600	5,400	5,600
Min. power requirement (HP)	95	120	150

● Standard equipment
○ Option
○ Description/Declaration
● Description/Declaration

Information provided in this brochure is made for general information purposes only and for worldwide circulation. Inaccuracies, errors or omissions may occur and the information may thus not constitute basis for any legal claim against Kverneland Group. Availability of models, specifications and optional equipment may differ from country to country. Please consult your local dealer. Kverneland Group reserves the right at any time to make changes to the design or specifications shown or described, to add or remove features, without any notice or obligations. Safety devices may have been removed from the machines for illustration purposes only, in order to better present functions of the machines. To avoid risk of injury, safety devices must never be removed. If removal of safety devices is necessary, e.g. for maintenance purposes, please contact proper assistance or supervision of a technical assistant. © Kverneland Group Soest GmbH

22 KVERNELAND U-DRILL

- Hydraulically folding track marker
- track eradicators (2 times per track)
- Pneumatic brakes
- Hydraulic brakes
- Extended drawbar for tractors with twin ties
- Pre-emergence marker (centre marking)
- LED work lights
- iM Tellus for non-ISOBUS-capable tractors
- iM Tellus for ISOBUS tractors
- Hopper volume weighing system with separate monitor
- Headland management
- Weight (kg) (with front packer + track eradicators)
- Power requirement (HP)

At the end of the brochure please add the iM FARMING offering in the technical specifications.





Leaflets (3)

Combine details in the text.

Make sure it appears in a "highlight" box.

**WIEGEDÜNGERSTREUER
FÜR PRECISION FARMING ANWENDUNGEN**



Entscheidende Faktoren sind die gleichmäßige Ausbringung auch in Hanglagen und wie genau die Technik bei Überlappungen reagiert. Das GEOSPREAD® Konzept ist derzeit das wohl genaueste am Markt.*

Carsten Hühne
Produktmanager Düngetechnik & elektronische Lösungen

GEOSPREAD® passt die Durchflussmenge und die Streubreite vollautomatisch auf Grundlage von GPS-Daten an. Überlappungen an Keilen und am Vogewende werden so aktiv vermieden.

GEOSPREAD® ermöglicht die teilflächenspezifische Düngung

Applikationskarten ermöglichen die standortbezogene Düngung und damit einen effizienteren Einsatz und Düngerverbrauch pro Schlag.

Hoß präziser & bedarfsgerechter steuern und 250 € zusätzlich sichern?
Mit dem Kauf eines ISOBUS-Düngerstreuers von Kverneland erhalten Sie satellitengestützte Applikationskarten Ihrer Folter bis 40 ha für ein Jahr gratis.*

My Data Plant
www.mydataplant.com

Exacta CL EW

- 1 x 10 t Wiegezeile plus Referenzsensor
- Ermöglicht permanentes Kalibrieren während der Fahrt und die Erkennung von Fließfähigkeiten
- ISOBUS kompatibel
- Unterstützt Section Control (TC-SC), Mengensteuerung in 8 Teilbreiten

Exacta TL GEOSPREAD

- 4 x 5,0 t Wiegezeilen und Referenzsensor ermöglichen exaktes Wiegen in Hanglagen
- ISOBUS kompatibel
- Unterstützt Section Control (TC-SC), Mengen- & Wurfweitensteuerung in Ein-Meter-Schritten

*Vollständige Angabe

iM FARMING logo

Explanation of the iM FARMING product and why this is beneficial for the farmer..



VISUAL IDENTITY

iM FARMING ONLINE



Using online tools has become more and more important for farmers. The added value of our iM FARMING offering to our implements allows farmers to manage their farm business online. It is therefore very important that iM FARMING is not only added in our brochures and flyers, but also fully integrated on our websites. Below you can find guidance on how to do it.

- 1 Mention iM FARMING/ IsoMatch products in the tekst (also for product news articles)
- 2 Fill in details under technical advantages
- 3 Add in iM FARMING details on the page – including ISOBUS, IsoMatch Tellus GO and PRO and IsoMatch GEOCONTROL
- 4 Keep SEO and keywords in mind, so that people can find our pages when they search on Google.

Good example of a product page can be found here:

<https://ien.kverneland.com/Spraying-Equipment/Trailed-Sprayers/Kverneland-iXtrack-T6>

Good example of a news article can be found here:

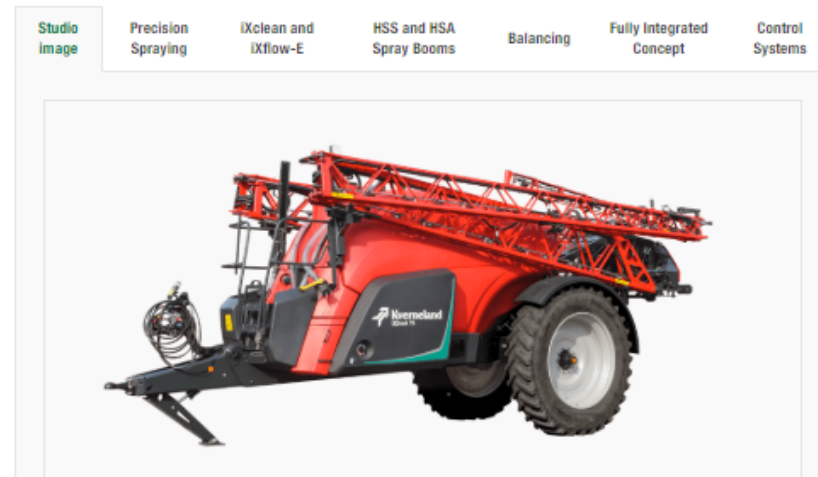
<https://ien.kverneland.com/News/Product-news/KVERNELAND-95130-C-PRO-ISOBUS-operated-Four-Rotor-Center-Swath-Rake>



- environment nowadays.
- **Stability:** the central frame in combination with the special tank design gives the sprayer a very low centre of gravity and compact dimensions which are beneficial of easy headland turning.
 - **Precision spraying:** the iXtrack T6 is equipped with a smooth, suspended parallelogram that is active in spraying position, but also during transport for optimal boom stability. The parallelogram combines optimal stability with soft boom balancing and limited vertical movement to minimise spray height deviations, securing correct crop coverage.
 - **Intelligent electronics:** the iXtrack T6 series is 100% ISOBUS compatible as standard. The innovative iXspray hardware and software with intuitive touch interface guarantees an user friendly operation of the sprayer.
 - **Liquid management:** the choice can be made between manual control of the EasySet control panel, iXclean Comfort for semi-automatic control or iXclean Pro fully automatic valve management system. The iXflow spray line recirculation system is available with pneumatic nozzles or as iXflow-E with electric controlled nozzles.
 - **Connectivity:** the first step into the world of connectivity with our IsoMatch applications. Connect yourself easily to your machine with IsoMatch FarmCentre, IsoMatch TopService or IsoMatch TopRemote.

Technical specifications

iXtrack T6		
Tank capacity	6400 litres	7600 litres
Spray booms	HSA 27 - 33 m / HSS 18 - 40m	
Drawbar	Hitch linkage in combination with pulling eye or ball coupling	
Wheel axle	1.80 - 2.25m by changing rims	
Pumps	200 - 260 - 2x 200 - 2x 260 (l/min)	
Clean water tank	500 litres	
Regulation systems	IsoMatch Grip in combination with IsoMatch Tellus Pro, IsoMatch Tellus GO or any other ISOBUS terminal	
iXclean	iXclean Comfort / iXclean Pro	





VISUAL IDENTITY

iM FARMING SOCIAL MEDIA

For iM FARMING there are two main social media channels – Facebook and Twitter.

Group Marketing & Communications together with the Marketing Coordinator for Mechatronics provides content for the international english page to ensure posts every week. You are welcome to translate these posts and share them on your own social media channels.

You also have the opportunity to send in content to the Media@kvernelandgroup.com who will then post it on the iM FARMING channels as well as the Instagram page of Kverneland.



#iMFARMING #PrecisionFarming

Hashtags to use on Instagram when mentioning iM FARMING products:

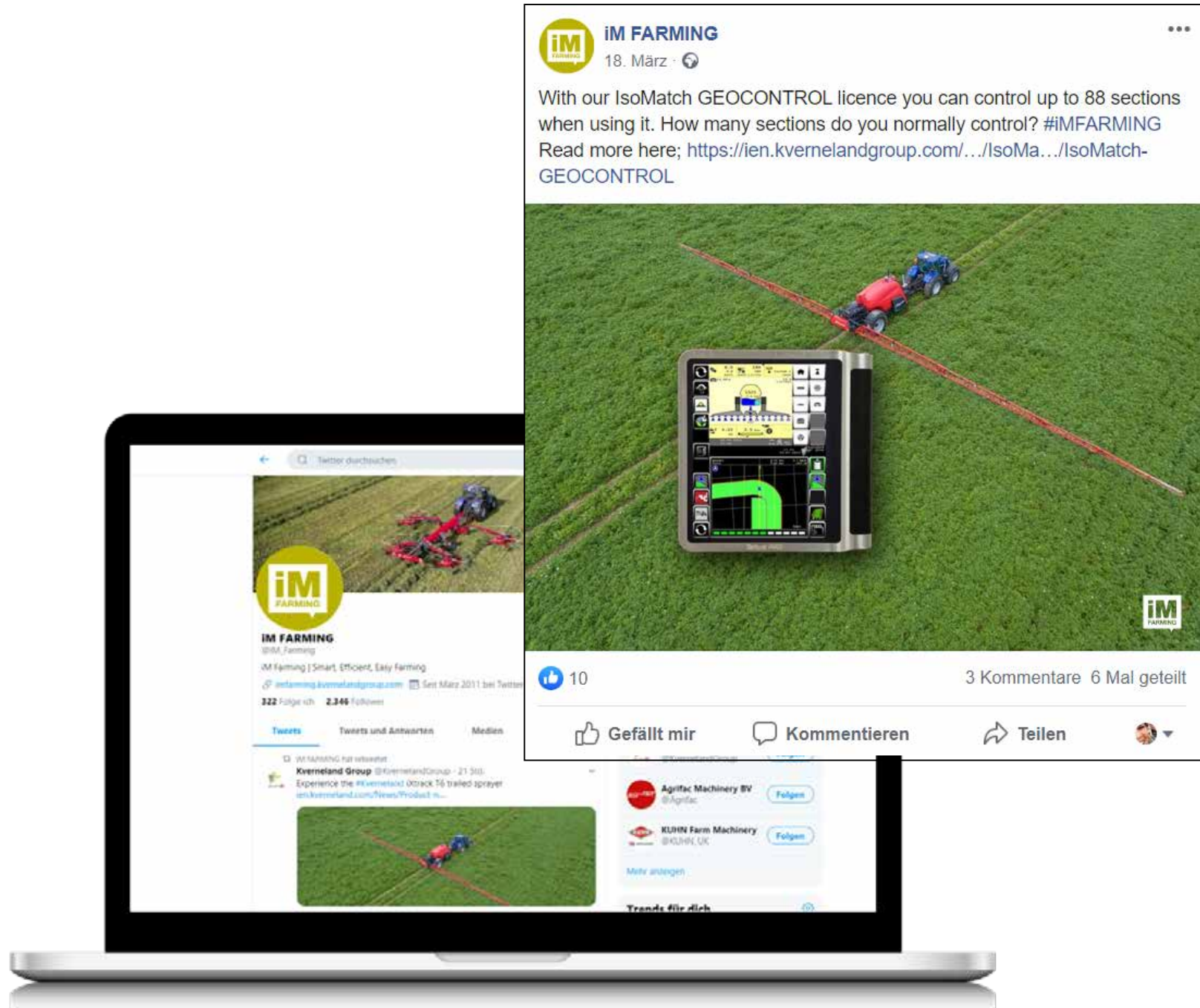
#iMFARMING

#PrecisionFarming

#Agritech

#IsoMatch

#smarterfarmingwithkverneland





VISUAL IDENTITY

iM FARMING OTHER



Integrate the iM FARMING details and benefits in all communication and marketing where suitable. It is important to place the communication in connection with the product:

- Adverts
- Leaflets / Flyer
- Online Banner
- Shows
- Machine Boards
- Trainings
- Events








HOW YOU CAN BENEFIT FROM 📶 ISOMATCH FARM CENTRE

Empowering you with state of the art digital technology to stay connected and focused on the business of farming, wherever you are.

1. Link your IsoMatch Terminal & IsoMatch FarmCenter together

4. Documentation / Report
Automatic reports help analyse the work done and identify opportunities for productivity improvements.

2. Create Map / My data plant
Increase efficiency by using prescription maps from My Data Plant- an add on to IsoMatch FarmCentre.

5. Show alerts and warning
Implement alerts are shown which allows you to schedule maintenance tasks of your machines, avoiding downtimes at the peak of the season.

3. Send Tasks to Tractor
From wherever you want, you can send tasks to your machine with the help of a computer, without the use of a USB stick.

6. Track implement
At all times you can see where and what your implements are doing in the field.

smart, efficient, easy





WHEN FARMING MEANS BUSINESS

kverneland.com

WHEN FARMING MEANS BUSINESS

kverneland.com